



LH 005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Catherine Lin-Hendel

Serial No.: 09/619,255

Filed: July 19, 2000

For: System and Method for Interactive,
Computer Assisted Personalization
of On-Line Merchandise Purchases

Art Unit: 3625

Examiner: Mark A. FADOK

Office Action Mailed:

March 22, 2005

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING (37 CFR § 1.8)

I hereby certify that this correspondence is being deposited
with the United States Postal Service with sufficient postage
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P.O. Box 1450
Alexandria, VA 22313-1450

on

7/22/05
Date

Anatoly S. Weiser
By: Anatoly S. Weiser

REPLY TO OFFICE ACTION

Sir:

This paper is responsive to the outstanding Office action mailed on the date shown above (the "Office Action"). The Office Action set a three-months shortened statutory period for reply. Applicant petitions for a one month extension of time under 37 CFR § 1.136(a)(3), and authorization is hereby granted to charge all required extension of time fees under 37 CFR § 1.17 to Deposit Account No. 50-3196. This Reply is therefore timely. Authorization is also granted to

charge additional claim fees, if any, and all other fees necessary to file this Reply, to the same Deposit Account. A separate paper authorizing the charges is attached to this paper.

Amendments to the claims are reflected in the listing of claims that begins on page 3 of this paper.

Remarks begin on page 10 of this paper.